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Response to Office Action Dated 04/01/2005

In the Claims

1 1. (Currently Amended) A system comprising:

2 a plurality of web servers, each storing a plurality of web pages and
3 returning selected configured to return first content ones of the plurality of web
4 pages to a plurality of requesting client devices;

5 a central logging server coupled to the plurality of web servers;

6 wherein the returned content each of the plurality of web pages for which
7 centralized logging is desired includes a reference to second content stored ^{Am} on from
8 the central logging server; and

9 wherein the central logging server logs requests for the first content in
10 response to requests for the second content ~~accesses~~ to the plurality of web servers
11 upon receipt, from the requesting client devices, of a request for the content.

12 2. (Currently Amended) A system as recited in claim 1, wherein the
13 plurality of web servers, the central logging server, and the plurality of requesting
14 client devices are communicatively coupled together via the Internet.

15 3. (Currently Amended) A system as recited in claim 1, wherein the
16 reference has embedded therein information identifying the first content ~~usage~~ of
17 the web by a user initiating a request for a web page.

18 4. (Currently Amended) A system as recited in claim 1, wherein the
19 central logging server further logs information received in a—cookies
20 accompanying the requests for the second content.

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2 5. (Original) A system as recited in claim 1, wherein the reference
3 comprises a Hypertext Markup Language (HTML) tag.

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5 6. (Currently Amended) A system as recited in claim 1, wherein each
6 of the plurality of web servers further logs information regarding the request for
7 the first content locally.

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9 7. (Currently Amended) A system as recited in claim 1, wherein the
10 references comprises a references to one or more atransparent graphic images.

11
12 8. (Currently Amended) A method comprising:
13 receiving a requests for a document first content; and
14 returning, in response to the requests, the requested first content, wherein
15 said first content includes -document including a reference to second content that
16 causes information regarding the request for the first content document to be
17 logged at a remote logging server.

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19 9. (Currently Amended) A method as recited in claim 8, wherein the
20 references to the second content refer -comprises a reference to content stored
21 from available from the remote logging server.

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1 10. (Currently Amended) A method as recited in claim 8, wherein the
2 second content comprises~~reference comprises a reference to~~ a transparent graphic
3 image.

4

5 11. (Currently Amended) A method as recited in claim 8, wherein the
6 second content comprises~~reference comprises a reference to~~ one or more a graphic
7 images ~~located at the remote logging server.~~

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9 12. (Canceled)

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11 13. (Canceled)

12

13 14. (Original) A method as recited in claim 8, wherein the reference
14 comprises a Hypertext Markup Language (HTML) tag.

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16 15. (Currently Amended) A method as recited in claim 8, wherein the
17 second content ~~document~~ comprises a web page.

18

19 16. (Original) One or more computer-readable memories containing a
20 computer program that is executable by a processor to perform the method recited
21 in claim 8.

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23 17. (Canceled)

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1 18. (Canceled)
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3 19. (Canceled)
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11 23. (Canceled)
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15 25. (Canceled)
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1 30. (Canceled)

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3 31. (Canceled)

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5 32. (Canceled)

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7 33. (Canceled)

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9 34. (Canceled)

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11 35. (Canceled)

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13 36. (Canceled)

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15 37. (Canceled)

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17 38. (Canceled)

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19 39. (Currently Amended) A computer-readable medium method for
20 centralized network usage tracking, comprising: having stored thereon a web page,
21 the web page including portions that, when interpreted by a plurality of
22 instructions being executed by one or more processors, causes the plurality of
23 instructions to perform acts including:

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1 configuring a webpage to include a tracking tag, wherein the tracking tag
2 comprises information about transmission of the webpage from a server to a client;

3 transmitting, in response to a request by the client, the webpage including
4 the tracking tag from the server to the client;

5 rendering the webpage on the client, wherein the rendering comprises
6 requesting delivery, by a logging server, of content identified by the tracking tag;
7 and

8 receiving the tracking tag at the logging server and logging the information
9 included within the tracking tag.

10 ~~indicating to a centralized logging server that a web server hosting the web~~
11 ~~page has been accessed.~~

13 40. (Currently Amended) ~~A computer readable medium as recited in~~
14 ~~claim 39, wherein the plurality of instructions comprises a web browser. The~~
15 method of claim 39, wherein the tracking tag additionally comprises:

16 parameters, comprising identification of the server.

18 41. (Currently Amended) ~~A computer readable medium as recited in~~
19 ~~claim 39, wherein one of the portions includes a reference to content stored on the~~
20 ~~centralized logging server, and wherein the indicating comprises requesting the~~
21 ~~content from the centralized logging server.~~

22 The method of claim 39, wherein configuring the webpage to include the
23 tracking tag comprises:

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1 locating the tracking tag at the end of the webpage outside of formatting of
2 the webpage.

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4 42. (Currently Amended) ~~A computer readable medium as recited in~~
5 ~~claim 41, wherein the reference includes information regarding what content was~~
6 ~~being rendered as part of the web page.~~

7 The method of claim 39, wherein logging the information on the tracking
8 tag is performed by the logging server for tracking tags sent by a plurality of
9 servers to a plurality of clients.

10

11 43. (Currently Amended) ~~A computer readable medium as recited in~~
12 ~~claim 41, wherein the reference includes information identifying the web server.~~
13 The method of claim 39, additionally comprising:

14 sending a trivial response from the logging server to the client to minimize
15 resource expenditures by the client in rendering the response.

16

17 44. (Currently Amended) ~~A computer readable medium as recited in~~
18 ~~claim 39, wherein one of the portions includes a reference to content stored on~~
19 ~~another web server. The method of claim 39, wherein the rendering additionally~~
20 comprises:

21 displaying portions of the webpage;

22 receiving a trivial response from the logging server in response to the
23 requested delivery; and

24 rendering the trivial response.

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2 45. (Canceled)
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